

# The Basics of ID Card Designing

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## SAFE CARD ID

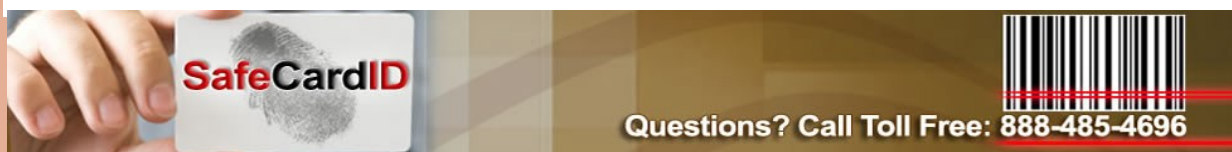
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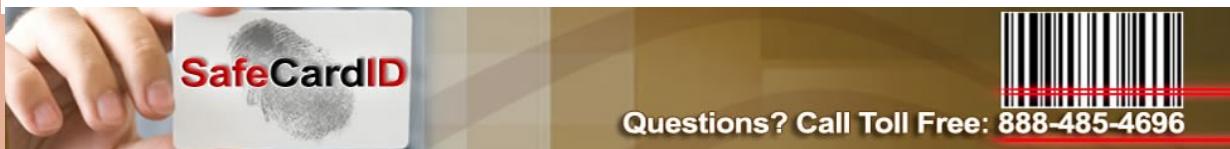
# The Basics of ID Card Designing

Identification cards are widely used in schools, offices, and businesses not only for the purposes of identification but also for security. ID cards have become an indispensable item that any organization or establishment should make use of. Aside from the schools and companies, you will also find identification cards being used at sporting events, exhibits, conferences, and more. They are also used by medical



center personnel, fitness facility visitors, and in many other categories of people. It's no wonder ID card printing and designing has become big business in the past several years.

Designing an ID card is not highly difficult. In fact, these items are very easy to produce. It is simply a must to ensure that the identification card is visually functional.





## Basic Elements

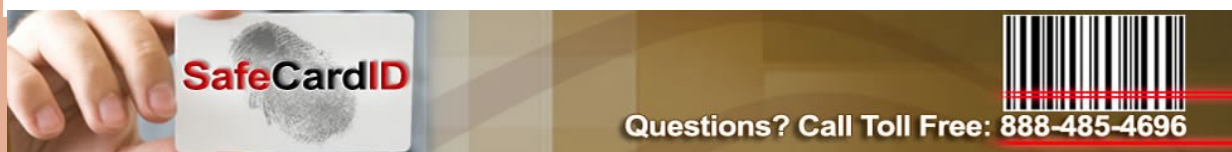
The basic elements that an ID card should have include the following: company name, corporate logo, lines, graphics, and cardholder's data fields. In the company name, you need to select a font type, color and size that would give it emphasis as well as a clean and professional look. The corporate logo should be clear and big enough to be easily seen but not too big as to



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dominate the entire card. There should also be lines that would separate the card areas. However, these lines can be optional especially if there will be plenty of white space on the ID to serve this purpose. Additional graphics are needed to make the ID more visually pleasing. But again, there should not be too much that would flood the whole look and make text difficult to read.





## Photo

If you are going to incorporate the photo of the card holder, the primary thing that you must ensure is the clarity of the photo. The person should be easily recognized in the picture. He/she should be looking directly at the camera and there shouldn't be any covering on his/her face. The photo should not be blurred or grainy. Preferably, it should be in full color.



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## Card Orientation

Another design factor to consider is the orientation of the card. You have the option between a portrait and landscape format. Portrait is vertical and is used commonly in schools and companies or any other circumstance when the ID is worn. Landscape is horizontal and is better used for cards that are carried in purses or pockets like bank cards or driver's license.



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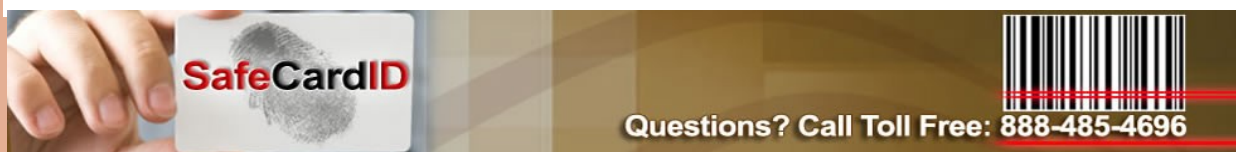




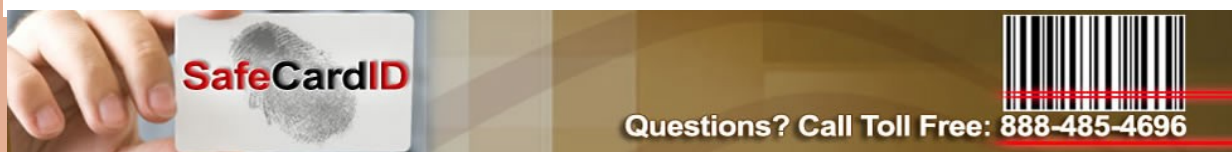


## Data fields

It makes sense that you design the ID in such a way that the text will be readable even from a distance of a few feet. If the ID card has a background color, especially if the color is dark, it would be smart to have white data fields where you can put the text. These would make the text more visible. There should be a distance between the data fields to ensure maximum readability.

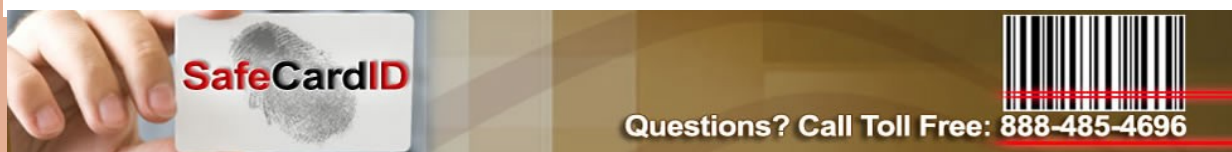


Designing an ID card is just one part of the process. It is also important that you print it properly using an **Evolis printer** or any other printer that is known for its high quality performance. **Evolis printer**, which is widely available online, can print various kinds of identification cards like the **HID proximity card**. Of course, it is a must to do comparison research among different brands so you can make an informed choice.



# Factors to Consider when Searching for Online ID Card Printing Service

Some employers would rather purchase ID card printing equipment and do their own ID card printing. This can be a good investment especially if you have a large company and if ID card printing is part of your regular operations. However, there also some employers who would rather outsource the job to a professional printer. It may be because they do not have the time to turn this into a DIY project or that



they think they are not savvy enough to pull this off. If you are like the latter kind of employer, you are probably looking for a reliable ID card printing service.

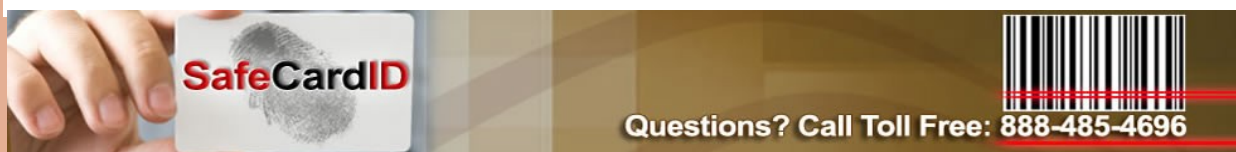
The internet is a good place to start. The online market is bustling with products and services that are more convenient to buy. While you want to do research to ensure you are working with a reputable com-



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pany, there are a good number of reliable and efficient ID card printers who will do a good job in providing you with the identification cards that you need for your business. You just have to know how to look for one. To do that, here are the factors that you need to find a reputable online ID card printing service.





## Performance

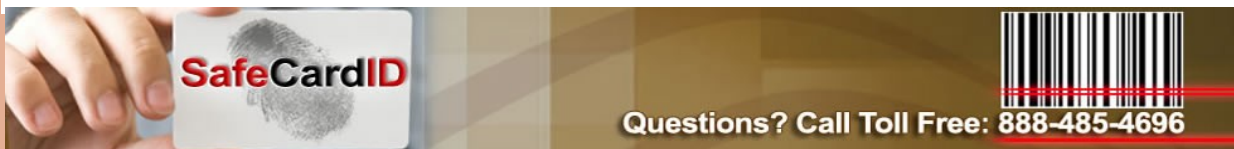
First, you have to look at the kind of performance the printer offers. To know that, you have to ask the company what specific printers they use for their business. Respected brands to trust include Fargo printer, Evolis printer, Datacard printer, and Zebra card printer. It would not be smart to rely on a printing company that makes use of



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printers that are of low quality.  
Remember, low quality printers  
mean low quality output.



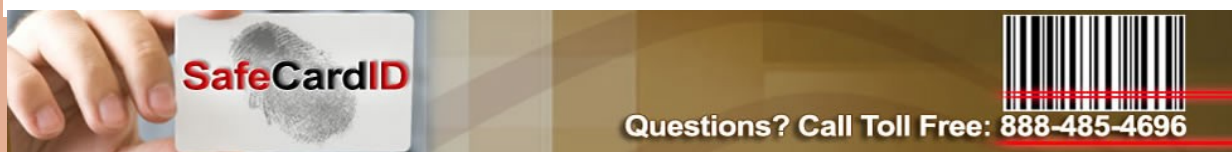


## Reputation

Aside from the performance, you must also check the company's reputation. Remember that these two factors go hand in hand. If you have excellent performance, you'll have a good reputation. If you have a good reputation, that's because you have excellent performance. Of course, whereas performance is concerned, it's not just about the quality of the printer's output but



also its service to the clients. A good printer should be able to attend to its customers' needs quickly and efficiently. To check a printer's reputation, read online reviews or ask colleagues where they get printing done. Finding services through your network is the best way to get direct input on the level of service provided. A close second is online reviews, if you're looking at a company you know nothing about.





## Cost

Cost is also an important factor since you don't want to go to pay too much for something that you can have for a lesser price. So that you don't overspend, make sure that you compare rates of different online printers before you make a final decision. Inquire about all of the costs involved in printing ID cards. While printing your own using an **Evolis printer** may take up



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time, it is wise to take overall cost into account before deciding to out-source this task. You should also consider the quality of the output and reliability of the printer when making a choice. This way, you'll be able to pick a good printer that will give you best value for your money.



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